1955 AMC-Hudson

Accessory Merchandising Bulletins
INDEX

No. 7 - Radio Price Slashed
No. 8 - New Outside Rear View Mirror
No. 9 - 1954 Accessory Prices Cut
No. 10 - 1955 Accessory Price Folder
No. 12 - Bargain Prices - 1955 Rambler Fog Lamps
No. 13 - 1955 Accessory Folder
No. 16 - Hudson Cooling System Chemicals
No. 20 - 1954 Accessory Price Reduction Withdrawn
Accessory Merchandising Bulletin

RADIO PRICES CUT ! ! !

RADIO - 6 TUBE - WASP

DEALER NET REDUCED TO $31.12

Effective March 16, 1955, the resale price schedule on 1955 Wasp 6 tube Radio becomes:

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
<th>Dealer Net</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8997500</td>
<td>RADIO - 6 TUBE</td>
<td>31.12</td>
<td>2.25</td>
</tr>
<tr>
<td>8997500</td>
<td>1955 WASP</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Here's a real opportunity for increased Radio sales and profits. Now you can sell a Radio with every New 1955 Hudson Wasp.

Sell a FENDER MOUNTED ANTENNA too . . . for easy installation!

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
<th>Dealer Net</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8990290</td>
<td>ANTENNA - MANUAL</td>
<td>4.35</td>
<td>.30</td>
</tr>
</tbody>
</table>

A genuine Radio bargain - a powerful 6 tube RADIO and a FENDER MOUNTED ANTENNA for 35.47 Plus tax.

Fill in the attached order blank today - right now! Mail it to your Parts Warehouse.

---------------------------------------------------
HUDDSON MOTORS Division
American Motors Corporation

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING
DEALER TO PARTS WAREHOUSE ORDER BLANK

FOR

8997500 RADIO, 6 tube - 8990290 ANTENNA, Fender Mounted

ORDER NUMBER______________________

DATE____________________________

PLEASE SHIP VIA: EXPRESS__________TRUCK__________

OR INCLUDE WITH NEXT PREPAID ACCESSORY ORDER_______

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PART NUMBER</th>
<th>DESCRIPTION</th>
<th>DEALER NET</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______</td>
<td>8997500</td>
<td>Radio - 6 tube 1955 WASP</td>
<td>31.12</td>
<td>2.25</td>
</tr>
</tbody>
</table>

| _______  | 8990290     | ANTENNA - FENDER MOUNTED      | 4.35       | .30    |

AUTHORIZED SIGNATURE__________________________________________

DEALER NAME__________________________________________________

STREET ADDRESS______________________________________________

CITY_________________________ STATE____________________________

(MAIL WHITE COPY TO YOUR PARTS WAREHOUSE)
(RETAIN COLORED COPY FOR YOUR FILE)
Accessory Merchandising Bulletin

Announcing a new . . . A "OUTSIDE REAR VIEW MIRROR."

NEW from stem to stern . . . this custom styled mirror is quality plus! ! !

For full rear view vision . . . It's smartly styled head features a large 4-½" diameter mirror on an exclusively designed base A A A assuring for the driver quick, easy, and firm adjustment.

The new mirror . . . provides a beautiful door mount installation that blends with the new "high style" of the 1955 Hornet, Wasp and Hudson Rambler.

"AVAILABLE FOR IMMEDIATE DELIVERY" . . . and priced to sell in volume - with full profit for the dealer.

<table>
<thead>
<tr>
<th>PART NO.</th>
<th>DESCRIPTION</th>
<th>DEALER NET</th>
<th>SUGGEST LIST</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8990003</td>
<td>Outside Rear View Mirror</td>
<td>2.34</td>
<td>3.90</td>
<td>.15</td>
</tr>
</tbody>
</table>

People buy what they see . . . display it on show cars . . .
display it in the Parts Department, Service Department . . . suggest it to customers of 1948-54 models . . . excellent for brightening up used cars.

Order a substantial quantity with your next Prepaid Accessory Order.

A "SURE SELLER" FOR THE COMING - - -
SPRING AND SUMMER "DRESS-UP" SEASON

HUDSON MOTORS Division
American Motors Corporation

H. L. Templin
Parts & Accessory Merchandising
## 1956 Factory Installed Options

<table>
<thead>
<tr>
<th>CODE</th>
<th>Description</th>
<th>Optional On</th>
</tr>
</thead>
<tbody>
<tr>
<td>FC</td>
<td>Foam Cushion - Front &amp; Rear</td>
<td>Rambler 5615 Basic &amp; 5618-1 only</td>
</tr>
<tr>
<td>FF</td>
<td>Foam Cushion - Front Rambler</td>
<td>5615 Basic &amp; 5618-1 only</td>
</tr>
<tr>
<td>FR</td>
<td>Foam Cushion - Rear</td>
<td>Optional on 5615, 5615-1, 5618-1, 35645-1, 35665-1.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compulsory on Rambler Custom Models,</td>
</tr>
<tr>
<td>SG</td>
<td>Solex-Glass</td>
<td>All Models - Comp. Option with AC</td>
</tr>
<tr>
<td>WW</td>
<td>Windshield Washer</td>
<td>All Models</td>
</tr>
<tr>
<td>RS</td>
<td>Reclining Seats</td>
<td>Optional 5615, 5615-1, 5618-1, 35645-1, 35665-1.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compulsory on Rambler Custom Models</td>
</tr>
<tr>
<td>DS</td>
<td>Directional Signals</td>
<td>Compulsory Option All Rambler Models</td>
</tr>
<tr>
<td>WC</td>
<td>Wheel carrier</td>
<td>All Ramblers; less Station Wagon (Std. on Hornet Custom)</td>
</tr>
<tr>
<td>W</td>
<td>Less Wheel Carrier</td>
<td>Specify when carrier not wanted on Hornet 6&amp;8 Custom</td>
</tr>
<tr>
<td>RM</td>
<td>Radio</td>
<td>All Models</td>
</tr>
<tr>
<td>WE</td>
<td>Weather Eye</td>
<td>All Models</td>
</tr>
<tr>
<td>AC</td>
<td>Air Conditioning</td>
<td>All Models</td>
</tr>
<tr>
<td>STD</td>
<td>Standard Transmission</td>
<td>All Models less Hornet Custom Models</td>
</tr>
<tr>
<td>C</td>
<td>Overdrive Transmission</td>
<td>All Models less Hornet Custom Models</td>
</tr>
<tr>
<td>H</td>
<td>Hydramatic Transmission</td>
<td>All Models less Hornet V-8</td>
</tr>
<tr>
<td>V</td>
<td>Ultramatic Transmission</td>
<td>Compulsory on Hornet V-8 only</td>
</tr>
<tr>
<td>CL</td>
<td>Electric Clock</td>
<td>Optional on 5615, 5615-1, 5618-1, 35645-1, Comp. on All Rambler Custom Models</td>
</tr>
<tr>
<td>OB</td>
<td>Oil Bath Air Cleaner</td>
<td>All Rambler Models</td>
</tr>
<tr>
<td>OF</td>
<td>Oil Filter</td>
<td>All Rambler Models and Wasp</td>
</tr>
<tr>
<td>4W</td>
<td>4 Ply White Wall Tires</td>
<td>All Models less 35687-2</td>
</tr>
<tr>
<td>6B</td>
<td>6 Ply Black Tires</td>
<td>All Models</td>
</tr>
<tr>
<td>6W</td>
<td>6 Ply White Wall Tires</td>
<td>All Models</td>
</tr>
<tr>
<td>WL</td>
<td>Window Lift</td>
<td>All Wasp and Hornet Models</td>
</tr>
<tr>
<td>TH</td>
<td>Dual Carburators</td>
<td>Wasp and Hornet Super Models</td>
</tr>
<tr>
<td>WD</td>
<td>Wheel Disc</td>
<td>35645-1, Comp. on Rambler Custom Models</td>
</tr>
<tr>
<td>HSP</td>
<td>Heavy Rear Springs &amp; Shocks</td>
<td>All Models</td>
</tr>
<tr>
<td>FB</td>
<td>Power Brakes</td>
<td>Models 5615, 5615-1, 5618-1, 35645-1, 35665-1.</td>
</tr>
<tr>
<td>PS</td>
<td>Power Steering</td>
<td>All Wasp &amp; Hornet Models</td>
</tr>
<tr>
<td>BL</td>
<td>Back Up Lights</td>
<td>All Models less Hornet V-8</td>
</tr>
<tr>
<td>HO</td>
<td>Hood Ornament</td>
<td>Compulsory Option All Models</td>
</tr>
</tbody>
</table>
Effective Monday morning, March 28, 1955, all 1954 Accessories prices are reduced to less than cost.

Attached is a SPECIAL ACCESSORIES PRICE LIST for 1954 Models which includes hundreds of amazing bargains that you won't be able to resist.

Our confidential advice to you CHECK THE PRICE LIST IMMEDIATELY and PLACE YOUR ORDER for all of the Accessories you can SELL to Service Customers, INSTALL ON New 1954 Models and INSTALL ON Used Cars . . . . and DO IT right now!

The supply is limited to the inventory now on hand. Orders will be filled as long as the supply lasts.

DON'T DELAY . . . ORDER 1954 ACCESSORIES BARGAINS TODAY !

HUDSON MOTORS Division
American Motors Corporation

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING
Accessory Merchandising Bulletin

NEW

1955 ACCESSORY PRICE FOLDER

Attached is the 1955 Accessory Price Folder which includes all Accessories applicable to 1955 Rambler, Wasp and Hornet Models.

The Accessory Price Folder is available to Hudson Dealers on a gratis basis.

Description, model application, part number and suggested list price are shown for each item. Under the heading "Installation Time" should be added the local installed prices.

Every Hudson Retail Salesman will want to carry the Accessory Price Folder with the Car Price and Equipment Folder to have complete information for New Car Prospects.

Service Managers, Service Salesmen, Parts Managers and Counter Men should always have this Folder on their person, ready to show New Car Buyers and Service Customers the full line of Accessories available and their installed prices.

HUDSON MOTORS Division
American Motors Corporation

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING
RECOMMENDATIONS FOR USE OF ACCESSORY FOLDER

1. The ACCESSORY FOLDER is a companion piece to all New Car Catalogs and literature. Wherever New Car Catalogs are displayed and used, the ACCESSORY FOLDER should also be displayed and used - in the New Car Showroom, the Service Receiving Desk and the Parts Counter.

2. Always give New Car Prospects ACCESSORY FOLDERS with New Car Catalogs.

3. When closing New Car Sales, the ACCESSORY FOLDER helps to sell the extra equipment that builds up the gross profit.

4. Mail ACCESSORY FOLDERS to New Car Buyers approximately ten days after the car is delivered. This will stimulate interest and you will get a second chance to sell Accessories at the 1,000 mile and 2,000 mile inspections.

5. Mail ACCESSORY FOLDERS to your Owners of 1953 and 1954 Model Hudsons. There is an excellent market for the Accessories on late model cars.

ACCESSORY MERCHANDISING
BULLETIN #13
5-9-55
Accessory Merchandising Bulletin

A profit making suggestion for your May Safety Campaign . . .

"SELL GENUINE HUDSON FOG LAMPS" . . . .
AT THESE BARGAIN PRICES.

<table>
<thead>
<tr>
<th>GROUP NO.</th>
<th>PART NO.</th>
<th>DESCRIPTION</th>
<th>LIST-PRICE</th>
<th>DEALER NET</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.160</td>
<td>8990160</td>
<td>Fog Lamp, Pr.</td>
<td>5.75</td>
<td>3.35</td>
<td>.25</td>
</tr>
<tr>
<td>15.160</td>
<td>8990161</td>
<td>Fog Lamp, Inst. Kit</td>
<td>.45</td>
<td>.25</td>
<td>.05</td>
</tr>
</tbody>
</table>

ADAPTABLE TO 1955 MODEL RAMBLERS and priced for volume sales . . .
Hudson Fog Lamps are a "natural" to promote during the month of May.

Your Rambler customers will buy this outstanding bargain in "safety."

Equip . . . . Show Room Ramblers and Demonstrators with Fog Lamps so prospects will see the exceptional quality of this accessory and how beautifully it blends with the Rambler Styling.

Display . . . . Fog Lamps in your Service Department, and Parts Department, with the low retail price a part of each display.

Display . . . . in Show Room Windows with other accessories. "key-note" safe driving.

Don't overlook your customers who have already purchased a Rambler, they will want to know of this outstanding buy . . . . a post card will do the trick.

REMEMBER, each Fog Lamp sale presents an opportunity to sell additional accessories for additional profits.

"PLACE YOUR ORDER NOW" . . . .

the supply of Hudson Fog Lamps is limited and at the unusually low prices they will go fast.

HUDSON MOTORS Division
American Motors Corporation

H. L. Templin
Parts & Accessory Merchandising
Enclosed is your initial supply of the beautiful 1955 ACCESSORY FOLDER . . . a real sales-getter that will create the desire to buy Hudson Accessories.

The ACCESSORY FOLDER’S message is addressed to Hudson Prospects and Owners: "FOR YOUR MOTORING ENJOYMENT."

Accessories are grouped in four categories:
   (1) Listening Pleasure
   (2) Comfort and Convenience
   (3) Greater Beauty ... Luxury ... Splendor
   (4) Safer Driving

The beautiful illustrations are actual photographs. They show what each accessory does for the car and the driver and how it functions. The descriptions are brief, full of interesting understandable information to make your Customers want to buy these accessories.

This three color ACCESSORY FOLDER is an excellent mailing piece to your Late Model Owners. It will let your prospects see at a glance the impressive accessories you have available. Attached is a list of recommendations to help you use the ACCESSORY FOLDER to best advantage.

Additional quantities of FOLDERS are available through your Zone Office. Place your request with the Zone Manager and shipment will be made direct from Detroit.

HUDSON MOTORS Division  
American Motors Corporation

C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING
More and more car owners are installing trailer hitches to haul utility as well as house trailers although the modern motor car is not specifically designed for this purpose.

Attached is SUGGESTED INSTRUCTIONS FOR TRAILER HITCHES for Hudson Wasp and Hornet Models which include advice regarding the abnormal problems due to hauling house trailers. They should be followed explicitly by all owners using this equipment. We recommend the instructions for serious reading by all Dealer personnel.

The Draw-Tite Company, Belleville, Michigan have available trailer hitches for application on all Hudson Models 1948 thru 1955.

A Dealer Order Blank is attached for ordering trailer hitches from the manufacturer. The order is placed direct with Draw-Tite Company and shipment made on a C.O.D. basis.

Additional copies of the instructions and order blanks are available on request to your Zone Office.

HUDSON MOTORS Division
American Motors Corporation

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING
SUGGESTED INSTRUCTIONS FOR HOUSE TRAILER EQUIPMENT

HUDSON WASP AND HORNET MODELS

CAUTION

It should be recognized by trailer owners that all makes of cars are designed and intended as a passenger conveyance. A trailer cannot be towed behind a passenger car without having some affect on safe operation, dependability and economy. Although the Hudson car will pull a trailer as satisfactorily as other makes of passenger cars, maximum efficiency will be derived through the use of proper equipment and by avoiding overloads and other abusive operation. When operating on highways, allowance must be made for the additional weight and bulk of the trailer, and driving habits must be altered accordingly.

AXLE OVERLOAD

It is imperative to avoid rear axle overload. Loads exceeding the design limits are likely to sacrifice durability. To determine axle load, weigh the car when loaded as it is to operate in actual service. Place the rear tires on the scale, and divide by two to obtain individual rear tire loading.

To assist in carrying loads up to design limits, the tire size and tire pressure as given in the following table should be strictly adhered to for either tube or tubeless tires. If the following table determines that the standard tires are overloaded, it will be necessary to use oversize or heavier capacity tires.

<table>
<thead>
<tr>
<th>MODEL</th>
<th>TIRE SIZE</th>
<th>PLY RATING</th>
<th>LOADS AT VARIOUS INFLATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>Wasp</td>
<td>6:70-15</td>
<td>4</td>
<td>925</td>
</tr>
<tr>
<td>Wasp</td>
<td>6:70-15</td>
<td>6</td>
<td>925</td>
</tr>
<tr>
<td>Hornet</td>
<td>7:10-15</td>
<td>4</td>
<td>990</td>
</tr>
<tr>
<td>Hornet</td>
<td>7:10-15</td>
<td>6</td>
<td>990</td>
</tr>
</tbody>
</table>

NOTE: PRESSURES IN EXCESS OF 24 POUNDS (cold check for 4 ply tires or 30 pounds for 6 ply tires) NOT RECOMMENDED.

SPRINGS AND SHOCK ABSORBERS

Proper trim dimensions and suitable riding qualities are important. These can usually be obtained when trailer is attached by using heavy duty rear springs and shock absorbers. Hudson dealers have parts available for this application.

Important

When heavy duty rear shock absorbers are installed, it is also necessary that heavy duty shock absorbers be installed on the front of the car.
DRAW-TITE TRAILER HITCH
For Utility Trailers Up To 2000 pounds

These Hitches Can Be Installed In 15 Minutes
CUSTOM BUILT TO FIT HUDSON CARS FROM 1948 TO DATE

PLEASE SPECIFY YEAR AND MODEL

220  HUDSON 1948 - 49 all models & 1950 - 51 Pacemaker
221  1950 - 51 Super, Commodore and Hndset
222  1952 - 53 - 54 all models
223  1953 - 54 Jet
208  1955 Hudson without wheel
209  1955 Hudson with wheel
206  1953 - 55 Rambler with wheel
206  1953 - 55 Rambler without wheel also Station Wagons

CADMIUM PLATED — COLD-ROLLED STEEL — STURDY

DEALER COSTS — Cadmium $5.10 Chrome $7.15

F.O.B. Draw-Tite Co.  Belleville, Michigan Prices slightly higher West Coast and Texas

<table>
<thead>
<tr>
<th>Draw-Tite Company</th>
<th>ORDER BLANK</th>
<th>Belleville, Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cadmium</td>
<td>Chrome</td>
<td>Ball Size</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signed__________________________
Street__________________________
City___________________________

(See other side for Heavy Duty Hitch)
DRAW-TITE HEAVY DUTY

HOUSE TRAILER HITCH

Note: HEAVY DUTY HITCH for TRAILERS OVER 2,000 LBS.

CUSTOM BUILT TO FIT HUDSON CARS FOR 1955

STURDY -- NEAT -- CADMIUM PLATED -- EASILY INSTALLED

"Nothing Shows But The Ball"

208 HT  1955 Hudson without wheel
209 HT  1955 Hudson with wheel

Dealer Cost $17.50

F.O.B. Draw-Tite Company
Belleville, Michigan
Shipping Weight Approximately 63 Pounds

---

Draw-Tite Company  ORDER BLANK  Belleville, Michigan

PLEASE SHIP US

Model No. ___________________________ DRAW-TITE Hitch

Signed _______________________________

Street ___________________________________

City ________________________________

(Use this side of Order Blank For Heavy Duty Hitches Only)
(See Other Side For Light Utility Hitch)
Accessory Merchandising Bulletin

You can offer your customers ... THE MOST COMPLETE, FINEST RADIATOR COOLING SERVICE AVAILABLE.

HERE'S THE PRODUCTS...

<table>
<thead>
<tr>
<th>GROUP NO.</th>
<th>PART NO.</th>
<th>DESCRIPTION</th>
<th>DEALER NET</th>
<th>E.O.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.100</td>
<td>8990142</td>
<td>Radiator Cleaning Kit</td>
<td>.51</td>
<td>T.E.</td>
</tr>
<tr>
<td></td>
<td>8990143</td>
<td>Radiator Flush</td>
<td>.36</td>
<td>T.E.</td>
</tr>
<tr>
<td></td>
<td>8990144</td>
<td>Radiator Rust Resistor</td>
<td>.27</td>
<td>T.E.</td>
</tr>
<tr>
<td></td>
<td>8990145</td>
<td>Radiator Stop Leak</td>
<td>.30</td>
<td>T.E.</td>
</tr>
<tr>
<td></td>
<td>8990040</td>
<td>Cooling System Sealer</td>
<td>.60</td>
<td>T.E.</td>
</tr>
</tbody>
</table>

... at prices that will please you and your customers.

HERE'S THE SALES AIDES ... for promoting this "extra-profit" business.

2 - SALES POSTERS ... a beautiful three colored retail selling piece for the Service Department and Parts Department. It sells by telling customers the story of Hudson's Cooling System Chemicals.

50 - MAILING PIECES ... to include with customers statements ... for handouts in Parts and Service Departments ... for attachment to customer orders.

8 - SERVICE POSTERS ... a poster with illustrations showing why a clean radiator is essential for "care-free" summer driving and how it improves the car's performance. The sales story of this poster is supported by three of today's leading television programs.

50 - RADIATOR DECALS ... a decal for each cooling service job. A reminder to owners that his radiator was summer conditioned by his friendly Hudson Dealer.

DON'T DELAY, put this sales material to work immediately ... featured with display of all the cooling service items.

"BE PREPARED, ORDER NOW"

Every service customer is a potential buyer of radiator cooling system chemicals.

HUDSON MOTOR DIVISION
American Motors Sales Corporation

H. L. TEMPLIN
Parts & Accessory Merchandising
## Accessory Merchandising Bulletin

**CANCELLATION**

**EFFECTIVE IMMEDIATELY**

All price reductions on 1954 Accessories announced in Accessory Merchandising Bulletin No. 9 dated March 29th are hereby cancelled.

The 1954 Accessories and reduced prices were included in Special Accessories Price List attached to the above bulletin.

Reduced prices on 1954 Accessories were also listed in the May 1st revised edition of the 1955 Accessory Price List. A new 1955 Accessories Price List will be issued deleting all 1954 items.

Please notify all affected personnel and change your records accordingly.

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**HUDSON MOTORS Division**
American Motors Corporation

**C. C. MC KELLAR**

**MANAGER**
PARTS & ACCESSORY MERCHANDISING